

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	09/873,785	Confirmation No.	2842
Applicant	:	Chaitanya Kanojia, et al.		
Filed	:	06/04/2001		
Title	:	PROMOTIONS ON VIEWING DEVICES		
Group Art Unit	:	2425		
Examiner	:	Keiu Oanh T. Bui		
Docket No.	:	325520.02/MFCP.143798		
Customer No.	:	45809		

VIA EFS – September 29, 2011

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

RESPONSE

The present communication is submitted in response to the Non-Final Office Action mailed July 1, 2011. In response to the subject Non-Final Office Action, please amend the above-identified application as follows:

Amendments to the Claims: begin on page 2 of this paper.

Remarks/Arguments: begin on page 12 of this paper.